

### **Amendments to the Claims**

Claims 1-10, 15-27, and 32-38 are cancelled herein. New claims 39-54 are introduced. Please note that claims 11-14 and 28-31 were previously cancelled in Amendment A, filed October 12, 2004. However, Office Actions since that time continue to incorrectly state that these claims are withdrawn. Please amend the claims as follows:

1-38. (Cancelled)

39. (New) A computer-implemented method for providing information from a seller about an on-line group buying sale to a website for referring potential buyers to the on-line group buying sale, the method comprising:

- receiving item data from each of a plurality of sellers that defines a featured item for an on-line group-buying sale, wherein each seller transmits the item data over an electronic network to a computerized facility configured to conduct a plurality of on-line group-buying sales for the featured items defined by the received item data over the electronic network;

- receiving sales data from each of the plurality of sellers that provides the seller's directions for the on-line group-buying sale of the featured item, wherein each seller transmits the sales data over the electronic network to the computerized facility;

- storing the item data and the sales data received from each seller in a data repository, wherein the computerized facility uses received sales data to conduct the plurality of on-line group-buying sales of featured items defined by received item data;

- receiving instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for a website for referring potential buyers to an on-line group buying sale;

- receiving from the referring website a request for information;

- responsive to the request for information and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;

- generating a display associated with the selected on-line group buying sale;

- generating a link to the display; and

- providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated

with the selected on-line group buying sale and participate in the selected on-line group buying sale.

40. (New) The method of claim 39 wherein the request for information from the referring website contains a sales criterion, and selecting for the referring website an on-line group buying sale is performed responsive to the sales criterion.

41. (New) The method of claim 40 wherein the sales criterion comprises at least one of: a timing criterion, a price criterion, a keyword criterion, and an item criterion.

42. (New) The method of claim 39 wherein the selected on-line group buying sale is offered exclusively to potential buyers who access the selected on-line group buying sale through the link provided to the referring website.

43. (New) The method of claim 39 further comprising receiving instructions for displaying an on-line group buying sale from the referring website, and wherein generating a display is performed responsive to the instructions for displaying.

44. (New) The method of claim 43 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

45. (New) The method of claim 39 wherein the display comprises a link back to the referring website.

46. (New) The method of claim 39 wherein an instruction of the instructions for selecting comprises a selection, from a hierarchy of categories, of a category of goods/services to be sold in an on-line group buying sale.

47. (New) A computer program product for providing an on-line group buying sale to a referring website, the computer program product comprising a computer-readable medium containing computer program code for:

receiving item data from each of a plurality of sellers that defines a featured item for an on-line group-buying sale, wherein each seller transmits the item data over an

electronic network to a computerized facility configured to conduct a plurality of on-line group-buying sales for the featured items defined by the received item data over the electronic network;

receiving sales data from each of the plurality of sellers that provides the seller's directions for the on-line group-buying sale of the featured item, wherein each seller transmits the sales data over the electronic network to the computerized facility;

storing the item data and the sales data received from each seller in a data repository, wherein the computerized facility uses received sales data to conduct the plurality of on-line group-buying sales of featured items defined by received item data;

receiving instructions for selecting an on-line group buying sale from the plurality of on-line group buying sales for a website for referring potential buyers to an on-line group buying sale;

receiving from the referring website a request for information;

responsive to the request for information and the instructions for selecting an on-line group buying sale, selecting for the referring website an on-line group buying sale from the plurality of on-line group buying sales;

generating a display associated with the selected on-line group buying sale;

generating a link to the display; and

providing the link to the referring website, whereby a potential buyer accessing the referring website can access the link, and thereby access the display associated with the selected on-line group buying sale and participate in the selected on-line group buying sale.

48. (New) The computer program product of claim 47 wherein the request for information from the referring website contains a sales criterion, and wherein the code for selecting for the referring website comprises code for selecting responsive to the sales criterion.

49. (New) The computer program product of claim 48 wherein the sales criterion comprises one of: a timing criterion, a price criterion, and an item criterion.

50. (New) The computer program product of claim 47 wherein the selected on-line group buying sale is offered exclusively to potential buyers who access the selected on-line group buying sale through the link provided to the referring website.

51. (New) The computer product of claim 47 further comprising code for receiving instructions for displaying an on-line group buying sale from the referring website, and wherein the code for generating comprises code for generating a display responsive to the instructions for displaying.

52. (New) The computer product of claim 51 wherein the instructions for displaying specify displaying the selected on-line group buying sale in one of: a carousel scheme, a random scheme, and a shuffle scheme.

53. (New) The computer product of claim 47 wherein the display comprises a link back to the referring website.

54. (New) The computer product of claim 47 wherein an instruction of the instructions for selecting comprises a selection, from a hierarchy of categories, of a category of goods/services to be sold in an on-line group buying sale.